

Get Youth in the Game!!!!

*National Bowling Week is the perfect time to reach out to youth.
Here are some fun ideas to attract youth into your center.*

For kids under 8

- Bowlopolis Blastoff event
 - Step-by-step guide
 - Invitation
 - Scripts
 - Press releases

For kids of any age

- Appreciation Days
- Youth Dollar Days (or Hours)
- Pro Shop Specials
- The Point System
- In-School Bowling Workshop
- Coach It Up!
- Youth Toolbox
- Pin Down a Win for Kids



This is a great time to reach out to youth!

Benefits of attracting youth to your center:

- *Drives traffic* to your center
- *Increases sales* from current patrons
- *Attracts new* participants and new dollars
- *Builds loyalty* and *develops* lifelong patrons
- *Promotes* family together time



How to Run a Successful Bowlopolis Blastoff

Getting Started

1. **Planning.** Schedule your event for Saturday, August 6 to coincide with World Record Day. Event day will be busy, so a smooth and efficiently managed event will lead to an organized staff and very happy customers.
2. **Cross Promotion.** The Blastoff event provides a perfect opportunity to promote other Bowlopolis programs, including fall leagues and birthday parties.
3. **Giveaways.** Send kids home with a Bowlopolis goody bag filled with Bowlopolis merchandise, come-back coupons and youth league information. **And Door Prizes too!** Use door prizes as a way to get kids and moms excited about the event. Some ideas for merch and giveaways include:
 - 7" Plates
 - 9" Plates
 - Napkins
 - Plastic Cups with Lids
 - Tattoos
 - Goody Bags
 - DVDs
 - Youth Size T-shirts
 - Adult Size T-shirts for staff
 - Bowlopolis Bowling Balls

Order your supplies today!

Online: BPAA Access Store

To talk to someone directly, call or email Tennelle Milligan.

Call: (800) 343-1329 ext 8459

Email: tmilligan@ibcyouth.com

Spreading the Word

Start promoting your event four weeks in advance

1. **Deck out your center with Bowlopolis gear.** Display your Bowlopolis standee, window clings, posters, banners and party flyers, Bowlopolis Viz-A-Ball and T-shirt in high traffic areas where kids can see them.

2. **Invitations.** Send out Bowlopolis Blastoff invitations. You can print the file from your National Bowling Week CD.

- i. Hand out/email invitations to
 - Recreation centers
 - Daycares
 - Churches
 - Birthday parties
 - Youth bowlers with lapsed memberships
 - Current league base
 - Youth organizations
 - In-School Bowling students, teachers, and principals
 - School board members, the mayor, and city council members and their kids
 - Rent a local mailing list and e-blast list



Blastoff Invitation

Customer fills out bottom section for registration and drawings. Keep this information for your database and follow-up. Printable invitation available on the National Bowling Week CD.

3. **Media.**

- i. Advertise the event on your **Web site** and **Facebook** page.
- ii. Send an **email blast**.
- iii. Run **ads** in local children's and bowling publications.
- iv. Customize the **press release** (provided on the National Bowling Week CD), and send it to your local newspapers and/or radio stations.
- v. Invite local newspapers, television and radio stations to do a **live remote**.

Day of Event

1. **Decorations.** Promote Bowlopolis birthday parties by decorating tables behind the lanes with party supplies.
2. **Music.** Have your Bowlopolis DVD and/or theme music file ready to play.
3. **Goody bags.** (*Tip: Make sure the DVD sleeve includes your center information, bounce back coupons or free game passes.*)
4. **Registration.** Set up a sign-in table to collect customer information and enter them into drawings. To help you easily collect information, we included a form at the bottom of the invitation. (*Tip: Keep extra invitations at the table in case someone forgets their invitation.*)

It's time for the Bowlopolis Blastoff! During the event, be sure to....

1. **Engage.** Use Bowlopolis announcement scripts to entertain and engage your participants.
2. **Entertain and educate.** Begin by playing Bowlopolis Episode #1 before turning on the lanes.
3. **Play.** After Episode #1, turn on the lanes for kids and parents to bowl.
4. **Spread the word.** Canvas the lanes during the event to promote your youth programs and scholarship opportunities. Offer incentives for parents and kids who enroll today. Set goals and offer bonuses or rewards to employees who meet or beat goals.
5. **More great ideas to try.**
 - a. **Free food.** Offer kids free soda and food.
 - b. **Win big.** Also consider adding a larger prize as an incentive for guests to sign up for a youth league program at the event (bicycle, video game, etc.).
 - c. **Bring the FUN!!** Add fun elements like decorating pins and t-shirts, face painting, karaoke or a magician.
 - d. **Hold a contest.** The school or youth group that brings the most people to the Bowling Blastoff wins a free bowling party for their group!
 - e. **Get the community involved.** As your local fire, police and sheriff's departments to participate in the Blastoff and provide community service activities, including fingerprinting, bicycle safety, fire safety, K-9 unit demonstrations, tour police cars and fire trucks, etc.



Follow Up After Event

1. **Come back.** Consider following up with all of the participants to thank them for attending. Offer discounts or deals to get them to return and remind them about your youth programs. *(Tip: continue recruiting youth bowlers for your fall Bowlopolis youth league up through the first week of the league.)*
2. **How did it go?** Email info@bowlopolis.com your total number of attendees and youth league bowlers signed up from event or post-event, as well as any additional birthday party or adult party bookings and **receive 10% off your next Bowlopolis order!**



Bowlopolis Blastoff Scripts

We created a few scripts to help your staff during the Blastoff. Please feel free to modify them to fit your needs.

Promoting event:

Attention all <center name> bowlers! We are hosting a FREE Bowlopolis bowling party for all kids ages 8 and under on <day and date> at <time>. There will be plenty of great giveaways, including free bowling and free shoe rental, so come out and join the fun. We have plenty of invitations at the front counter if you would like to invite your friends.

Welcome message:

Welcome to the Bowlopolis Bowling Party! Each of you should have received a goody bag when you came in, please let us know if you did not. Inside these bags are some great Bowlopolis items and youth program information. Please take a moment to look at these exciting bowling programs for you and your family to enjoy this summer. Sign up for one of these bowling programs today you will receive _____. We will also be giving away several door prizes including Bowlopolis T-Shirts and bowling balls (may add other items). Be sure you filled out all of your information on the invitation slip to be included in the door prize drawings.

Door prize drawing:

Here we go, _____ winners coming up! Speaking _____....by joining one of our USBC certified youth league, you will receive lots of cool stuff as well as the opportunity to win awards and scholarship money for college. Please ask the front counter for more information and details. Our next _____ winners are _____. Congratulations!

Door prize drawing:

Hey Parents! Are you having a good time bowling with your kids? You and your child can join a Youth/Adult and bowl together. Sign up today, and you and your child will both receive _____. Now we have _____ to give away, and the winners are _____, _____ and _____. Congratulations!

Closing message

Bowlers, you have about 10 minutes left of free bowling time, but I would like to go ahead and thank each and every one of you for joining us for our party. I hope you have enjoyed bowling with us today and learning about how much fun Bowlopolis can be. You have until you leave today to sign up for one of our youth or youth/adult programs and still receive _____, so be sure to stop by the front counter on your way out. We look forward to seeing you again soon. Thank you!



PRESS RELEASE

For Immediate Release

(Insert date)Contact: (Insert your contact person's name)

(Insert center's name)

(Insert phone number)

(Insert email address)

Bowlopolis Blastoff this Saturday!

Kids Invited to Bowl Free!

(Insert your city, state). If you haven't been bowling lately, **you haven't been bowling!** To show you what we mean, you are invited to bowl **free of charge** this (INSERT DATE), from (INSERT TIME) p.m. at (INSERT ADDRESS).

The free bowling event is part of Bowlopolis Blastoff, a one-day extravaganza held in honor of National Bowling Week, July 31 – August 6, 2011. Bowlopolis Blastoff is designed to introduce kids to the exciting sport of bowling and to draw the community together for an afternoon of fun. Free snacks and lots of door prizes will be given away. In addition, the Blastoff will feature (INSERT DETAILS like face painting, contests, magicians, jugglers, local celebrities that may attend, music, etc.).

Kids who participate in Bowlopolis Blastoff are eligible to join the Bowlopolis Kids' Club for free. Members of the Kids' Club receive a customized membership card, an official certificate of membership, and extra surprises at www.bowlopolis.com.

Bowling has so much to offer kids: competition in a non-contact sport, a great social outlet, opportunities for prizes and scholarship awards, and a safe, smoke-free, supervised environment. No wonder bowling has become America's fastest-growing high school varsity sport! To learn more about bowling, visit www.gobowling.com.

Come to the Bowlopolis Blastoff this Saturday and see what you've been missing!

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More *GREAT* ideas to promote youth participation (*at any age*) in your area!

Appreciation Days

National Bowling Week is a great way to honor people in your community. Host an “Appreciation Day” and offer bowling specials to groups like:

- Teachers
- Fire fighters
- Police officers
- City officials
- Boy/Girl Scouts
- Boys and Girls Club of America
- Girls, Inc.
- YMCA
- Animal rescue organizations
- Other volunteer organizations
- Charitable organizations
- Active Military
- Veterans

Youth Dollar Days

With inflation and the price of gas these days—YIKES! —families are looking for a bargain! Why not host a “Youth Dollar Day” (or “Youth Dollar Hours”) during National Bowling Week to introduce kids to bowling at a great price!

- \$1 games
- \$1 shoe rental
- \$1 hot dog
- \$1 slice of pizza
- \$1 for 10 game tokens
- Parents bowl for \$1 when accompanied by a child

Pro Shop Specials

- Stock “kid-friendly” bowling balls in your center and offer discounts for kids.
- Offer special package rates for kids if they purchase a ball, shoes, and bag.
- Offer free ball fitting.

The Point System Game

Offer one point throughout National Bowling Week for:

- Every game a child bowls during National Bowling Week
- Every friend a child brings to the center
- Every parent or family member he/she brings to the center
- For every strike/spare/turkey (you name it!) that the child scores

The list is endless!

Each day, give an award for that day's winner. Daily prize ideas can include:

- Free ball, bag, and shoes
- Trip to a local amusement or water park
- Free birthday party
- Free lock-in for up to XX people

At the end of the week, have a special prize for the child(ren) with the most points!

Offer a really great prize, such as:

- iPod or MP3 player
- Xbox
- Free bowling for a year, along with a free ball, bag, and shoes
- Trip to Disney World

In-School Bowling Workshop

If your center participates in the In-School Bowling program, offer to host free bowling workshops for teachers during National Bowling Week. This is a great time to reintroduce the teachers to the benefits of the program – at the beginning of the school year.

We offer free bowling curriculums along with an instructional video. The video is a helpful tool that you can watch to learn how to teach the program to teachers. Then, provide each of the teachers with a free curriculum so that they can teach bowling to all of their students!

To request your free curriculum and instructional video, call BPAA at (800) 343-1329 or download the curriculum by logging on to www.bpaa.com and clicking on "Youth Programs."

Coach it Up Clinic

National Bowling Week is a great time to highlight Coach it Up—for kids and adults! This week in particular, many people will go bowling for the first time. Coach it Up is the perfect program to help these novice bowlers improve their skills, knock down pins, and make them want to come back for more!

The Coach it Up program shows you how to train your center's employees to approach struggling bowlers and offer them assistance through the "Quick Fix." The Quick Fix shows them:

- how to choose the correct ball
- the proper starting position
- how to set up for the approach
- how to begin the approach
- how to swing the ball
- the proper release

During National Bowling Week, offer free Coach it Up Clinics. You can offer these during special hours each day or at any time during the week, depending on the number of Coach it Up coaches you have in your center.

Youth Toolbox

The Youth Toolbox, published by the BPAA, offers hundreds of ideas for youth programs. Many of these ideas can be implemented during National Bowling Week.

The Youth Toolbox is free, but you must be a member of BPAA's In-Center Youth Director Program to get a copy. Members of the In-Center Youth Director Program also receive invitations to attend regional and national training programs and access to a Web site.

To sign up for the free In-Center Youth Director Program, contact the BPAA at (800) 343-1329 or download an application by logging on to www.bpaa.com and clicking on "Youth Programs."

Pin Down a Win for Kids

(Available to BPAA Centers on the Pepsi National Contract)

This FREE program drives traffic to your centers!

Raise funds for community youth organizations that give 100% of the proceeds right to the youth organization! What the kids raise, your center's kids keep to help support their cause. This FREE program drives traffic to your centers!



ABOUT THE PROGRAM:

Pin Down a Win for Kids represents a great opportunity for local community organizations to raise money for their causes through selling *Pin Down a Win for Kids* cards which offer great entertainment values at local participating bowling centers.

The back of each *Pin Down a Win for Kids* card contains nine peel-off stickers with offers good for four free games of bowling, two free small fountain beverages, three offers to buy one/get one game of bowling. The peel-off coupons are redeemable at local participating bowling centers



HOW THE PROGRAM WORKS:

1. Participating bowling centers will GIVE your youth organization a batch of *Pin Down a Win for Kids* cards. (Note to student organizations: Bowling centers can only provide these cards to adults. Faculty advisors or Adult Youth leaders should speak to the bowling center on behalf of the student organization.)
2. Faculty or Adult Youth Leaders can then distribute the *Pin Down a Win for Kids* cards to the youth members of their organization. The kids then sell the valuable cards to the community and KEEP 100% of the proceeds for their cause. It is the organization's responsibility to determine the selling price of the card, but a rule of thumb is between \$5.00 and \$15.00 per card.
3. Individuals who purchase a card from the community organization can redeem the offers at their local participating bowling center. The location of the participating center is stamped on the back of the card so consumers know where their nearest participating bowling center is located.